



Daniel Halden <daniel.halden@lacity.org>

Sunset Vine BID

Daniel Halden <daniel.halden@lacity.org>

Wed, Apr 15, 2015 at 7:02 PM

To: Bladimir Campos <bladimir.campos@lacity.org>

Cc: Aram Taslagyan <aram.taslagyan@lacity.org>, Matthew Severson <Matthew@hollywoodbid.org>

Blad, I am CCing Matthew Severson, operations manager for the BID.

Matthew, Blad Campos is our amazing City colleague at Bureau of Sanitation. He needs to coordinate with the BID regarding trash bins in the BID area; this is related to the Friday April 24 Armenian Genocide March for Justice.

Blad, you can also reach Matthew at (323) 463-6767.

Thanks,

Dan Halden
Hollywood Field Deputy
Councilmember Mitch O'Farrell
City of Los Angeles, 13th District
daniel.halden@lacity.org
(213) 207-3015
www.cd13.com
[Quoted text hidden]



Daniel Halden <daniel.halden@lacity.org>

Sunset Vine BID

Daniel Halden <daniel.halden@lacity.org>

Mon, Apr 20, 2015 at 10:42 AM

To: Bladimir Campos <bladimir.campos@lacity.org>

Cc: Aram Taslagyan <aram.taslagyan@lacity.org>, Matthew Severson <Matthew@hollywoodbid.org>, Jeff Zarrinnam <Jeff@hollywoodhotel.net>

Thanks all. CCing Jeff Zarrinnam who is the contact for the East Hollywood BID.

Jeff, Blad Campos from Sanitation will be in touch with you regarding trash receptacles and the Armenian March on Friday.

Thanks,

Dan Halden
Hollywood Field Deputy
Councilmember Mitch O'Farrell
City of Los Angeles, 13th District
daniel.halden@lacity.org
(213) 207-3015
www.cd13.com
[Quoted text hidden]



Daniel Halden <daniel.halden@lacity.org>

Tree trimming

Matthew Severson <Matthew@hollywoodbid.org>

Mon, Apr 20, 2015 at 2:46 PM

To: Daniel Halden <daniel.halden@lacity.org>, Karen Bowie <karen.bowie@lacity.org>

Thank you Dan and Karen – I will forward this along to Urban Tree Care.

Matthew Severson | Operations Coordinator

Hollywood Property Owners Alliance

1680 Vine St., Suite 600

Hollywood, CA 90028

D: (323) 463-4728

P: (323) 463-6767

F: (323) 463-4229

Please note our new suite number.

From: Daniel Halden [mailto:daniel.halden@lacity.org]

Sent: Monday, April 20, 2015 2:45 PM

To: Karen Bowie

Cc: Matthew Severson

Subject: Re: Tree trimming

Thanks Karen. CCing Matthew from the BID.

Dan Halden

Hollywood Field Deputy

Councilmember Mitch O'Farrell

City of Los Angeles, 13th District

daniel.halden@lacity.org

(213) 207-3015

www.cd13.com

On Apr 20, 2015, at 1:52 PM, Karen Bowie <karen.bowie@lacity.org> wrote:

Hi Dan,

Please advise the BID to apply for a lane closure permit and obtain a traffic plan. If they plan to trim trees in an area where parking is allowed, they should contact DOT at 213 485 2298 and request no

parking signs at least 24 hours before the planned work. (we will require a log number before approving the permit for the lane closure)

Thank you.

Karen

—

Karen Bowie, Lieutenant

Street Services Investigations and Enforcement

City of Los Angeles Department of Public Works
Street Services Investigation & Enforcement
1149 S. Broadway 3rd Floor
Los Angeles, California 90014
(213) 847-6000 fax (213) 847-6266
karen.bowie@lacity.org

Need a request?

Call Service Request (800) 996-2489 or contact <http://bss.lacity.org/request.htm>

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Daniel Halden <daniel.halden@lacity.org>

Re: SVBID Walking Tour - DETAILS

1 message

Matthew Severson <Matthew@hollywoodbid.org>

Wed, Apr 22, 2015 at 1:40 PM

To: "Gordillo, Kitty" <KittyGordillo@ymcala.org>, "chase.gordon@avisonyoung.com" <chase.gordon@avisonyoung.com>,
"astroyman@kilroyrealty.com" <astroyman@kilroyrealty.com>,
SARAH MacPHERSON BESLEY<sarah@publicgoodplanning.com>, "jeff@nederland.com" <jeff@nederland.com>, Rick Anderson
<randerson@cleanstreet.com>, Daniel Halden <daniel.halden@lacity.org>Cc: Kerry Morrison <Kerry@hollywoodbid.org>, Devin Strecker <Devin@hollywoodbid.org>, Joseph Mariani
<joe@hollywoodbid.org>

Greetings!

This is a friendly reminder that tomorrow is our Sunset & Vine BID walking tour. We will meet at **9:00 am at the offices of HPOA** (1680 N. Vine St., Suite 600 – *note we are no longer in Suite 414*). Please remember to wear comfortable shoes and appropriate reconnaissance attire. The weather is expected to be partly cloudy with a high of 64 degrees. In addition to hosting lunch at noon, we will provide maps and clipboards for note taking. Photography is encouraged, so bring a camera (or camera phone) to help us document!

-

Please confirm your attendance by responding to this email so we have a lunch count. Should you need to reach me, please call my cell (323) 632-4445. See you all tomorrow.

Best regards,

Matthew Severson | Operations Coordinator
Hollywood Property Owners Alliance
1680 Vine St., Suite 600
Hollywood, CA 90028
D: (323) 463-4728
P: (323) 463-6767
F: (323) 463-4229

Please note our new suite number.



Daniel Halden <daniel.halden@lacity.org>

Asa Meza - Introduction

5 messages

Matthew Severson <Matthew@hollywoodbid.org>

Tue, Apr 21, 2015 at 3:57 PM

To: Edgar Baek <edgar.baek@asameza.com>

Cc: Daniel Halden <daniel.halden@lacity.org>

Edgar – I have copied our amazing Field Deputy, Dan Halden, from Council District 13. He can also be reached at (213) 207-3015.

Dan – Edgar is one of the owners and partners of the newly opened Asa Mesa at Hollywood & Vine (in the old Lexington Social House building). Edgar shares our enthusiasm to see more sidewalk dining in Hollywood and is interested in some of the efforts we will be working on, like parklets.

Best regards,

Matthew Severson | Operations Coordinator

Hollywood Property Owners Alliance

1680 Vine St., Suite 600

Hollywood, CA 90028

D: (323) 463-4728

P: (323) 463-6767

F: (323) 463-4229

Please note our new suite number.

Edgar Baek <edgar.baek@asameza.com>

Tue, Apr 21, 2015 at 5:12 PM

To: Matthew Severson <Matthew@hollywoodbid.org>

Cc: Daniel Halden <daniel.halden@lacity.org>

Thank you for the introduction, Matthew.

Dan, I would like to see when you have a moment this week for a brief conversation. Perhaps we can meet at my restaurant for a casual lunch. Would like to speak about Matthew's idea on parklets and getting some help in expediting my CUP renewal application and R permit submission.

Please let me know when you have a free moment.

Best,

Edgar P. Baek

Asa Meza

1718 Vine St.

Los Angeles, CA 90028

e: edgar.baek@asameza.com

m: +1.562.458.0279

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Dan Halden <daniel.halden@lacity.org>

Tue, Apr 21, 2015 at 5:15 PM

To: Edgar Baek <edgar.baek@asameza.com>

Cc: Matthew Severson <Matthew@hollywoodbid.org>, Gary Benjamin <gary.benjamin@lacity.org>

Hi Edgar,

Nice to make your acquaintance over email. Thanks, Matthew, for the introduction.

Unfortunately I do not have availability this week or next – although thank you for the offer! Regarding CUP renewal, I don't handle these types of planning matters but I'm looping in my colleague Gary Benjamin, our planning deputy. I think the best order of business to start would be a brief conversation on the phone and you can let Gary or I know exactly what it is you are looking for, and we will assist any way we can.

You can reach me at (213) 207-3015. If it's more of a planning matter, Gary can be reached at (213) 473-7013.

Speak to you soon!

Thanks,



Dan Halden

Hollywood Field Deputy

Office of Councilmember Mitch O'Farrell

1722 Sunset Boulevard, Los Angeles, CA 90026

(213) 207-3015 | www.cd13.com

Please note our new District Office address and phone number.

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Gary Benjamin <gary.benjamin@lacity.org>

Wed, Apr 22, 2015 at 11:43 PM

To: Dan Halden <daniel.halden@lacity.org>

Cc: Edgar Baek <edgar.baek@asameza.com>, Matthew Severson <Matthew@hollywoodbid.org>

Edgar,

Feel free to give me a call at one of my numbers below if you would like to chat.

Best Regards,

Gary

[Quoted text hidden]

—

Gary Benjamin

Planning Deputy

LA City Council District 13

Office: (213) 473-7569

Cell: (213) 265-6353

gary.benjamin@lacity.org

Find the Councilmember on Facebook, Twitter and YouTube!

Gary Benjamin <gary.benjamin@lacity.org>

Thu, Apr 23, 2015 at 1:11 PM

To: Dan Halden <daniel.halden@lacity.org>

Cc: Edgar Baek <edgar.baek@asameza.com>, Matthew Severson <Matthew@hollywoodbid.org>

Hello Edgar,

Here is information regarding the revocable permit process: http://engpermits.lacity.org/rpermits/public/control.cfm?action=how_to_apply&frames=2&cfid=2093594&cftoken=76746154

The BOE contact I mentioned on the phone involved with R Permit approvals is Edmond Yew at edmond.yew@lacity.org. You should make sure the expeditor is aware of the specific Walk of Fame R-Permit sidewalk dining requirements. Dan - can you please send a copy of the guidelines?

For the CUP renewal, you should make sure to get in touch with LAPD as soon as possible. My contacts with Hollywood Vice are Officers Kutscher and Poole:

Los Angeles Police Department
Hollywood VICE/ABC Coordinator
Police Officer II Randall Kutscher #36601
36601@lapd.lacity.org
FAX: 323-957-6497
office: 213)972-2997

Los Angeles Police Department
Hollywood VICE/ABC Unit
Police Officer II Jeff Poole #36827
36827@lapd.lacity.org
office: (213)972-2996

The staffer handling your CUP renewal with Planning is Jordann Turner at jordann.turner@lacity.org.

Here is the information about the parklet concept:

<http://peoplest.lacity.org/parklet/>

Good luck and let me know if you run into any further snags.

Gary

[Quoted text hidden]



Daniel Halden <daniel.halden@lacity.org>

Lights

3 messages

Daniel Halden <daniel.halden@lacity.org>

Wed, Apr 22, 2015 at 8:50 PM

To: Kerry Morrison <Kerry@hollywoodbid.org>, "Joseph Mariani Jr." <Joe@hollywoodbid.org>

Cc: Marisol Rodriguez <marisol.rodriguez@lacity.org>, Gary Benjamin <gary.benjamin@lacity.org>

Kerry and Joe,

Took a walk down the Blvd "mid BID" area tonight. Has anyone ever explored the possibility of those lights that wrap around the trees? I think they do this in Westwood.

Dan Halden
Hollywood Field Deputy
Councilmember Mitch O'Farrell
City of Los Angeles, 13th District
daniel.halden@lacity.org
(213) 207-3015
www.cd13.com

Kerry Morrison <Kerry@hollywoodbid.org>

Thu, Apr 23, 2015 at 2:51 PM

To: Daniel Halden <daniel.halden@lacity.org>, Joseph Mariani <joe@hollywoodbid.org>

Cc: Marisol Rodriguez <marisol.rodriguez@lacity.org>, Gary Benjamin <gary.benjamin@lacity.org>, Matthew Severson <Matthew@hollywoodbid.org>

Hi Dan, from time to time we have had the palm trees wrapped for the holidays. They are not permanent however, and eventually are removed when they start going out. I think its been about two years.

From what I recall (and we can check with Sarah, we will add to First Friday list) one of the downsides is that they have to be plugged into a power source which then eliminates one of the bulbs on the main light fixture. So to get the twinkle lights, we lose some footcandles from the big lights. The cord also has to be strung from the tree to a pole..looks a little clunky.

For that reason, we've kept our eye out for solar powered lights.

But...we haven't talked about this for two years, so we can add it to the wish list.

Kerry

[Quoted text hidden]

Dan Halden <daniel.halden@lacity.org>

Thu, Apr 23, 2015 at 2:59 PM

To: Kerry Morrison <Kerry@hollywoodbid.org>

Cc: Joseph Mariani <joe@hollywoodbid.org>, Marisol Rodriguez <marisol.rodriguez@lacity.org>, Gary Benjamin <gary.benjamin@lacity.org>, Matthew Severson <Matthew@hollywoodbid.org>

Interesting..... OK. I took a walk last night from Highland to Vine and was thinking about lighting options.

**Dan Halden**

Hollywood Field Deputy

Office of Councilmember Mitch O'Farrell

1722 Sunset Boulevard, Los Angeles, CA 90026**(213) 207-3015 | www.cd13.com**

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Daniel Halden <daniel.halden@lacity.org>

Clean Street - powerwashing / drought

3 messages

Dan Halden <daniel.halden@lacity.org>

Sat, Apr 25, 2015 at 8:35 AM

To: Matthew Severson <Matthew@hollywoodbid.org>, Kerry Morrison <Kerry@hollywoodbid.org>

Second complaint we've received regarding daily power washing from Clean Street. Given the drought, is there a possibility they could cut back/conserv on the power washing? Must it happen daily?

Please let me know... thank you!


Dan Halden

Hollywood Field Deputy

Office of Councilmember Mitch O'Farrell

1722 Sunset Boulevard, Los Angeles, CA 90026

(213) 207-3015 | www.cd13.com

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—— Forwarded message ——

From: Victoria Bentley
Date: Fri, Apr 17, 2015 at 7:41 AM

Subject: Re: drought

To: Dan Halden <daniel.halden@lacity.org>

It has now been about a year an no one hastopped this. This is a picture from this morning. I'm posting daily pictures of the on Facebook until HOLLYWOOD stops wasting water on this. As residents were now forced to cut out water usage and this is still goin on EVERY day.

On May 17, 2014 10:41 AM, "Victoria Bentley"

wrote:

Hollywood Blvd between La Brea Ave and Vine Ave. The company truck says Clean Street and they are power washing the sidewalks. its a different area every day but within those boundaries. I understand that the stars on the street attract tourists but during this time of extreme drought seriously....sweeping would work just as well. I find it deplorable that citizens are told to conserve water and this is going on daily.

Sincerely,

Victoria Bentley

On Fri, May 16, 2014 at 6:04 PM, Dan Halden <daniel.halden@lacity.org> wrote:

Good evening Ms. Bentley,

Thank you for your email. My name is Dan Halden and I am the field deputy for Hollywood at Councilmember Mitch O'Farrell's office.

Were there specific locations that you saw this occurring? Please advise.

Thank you,

**Dan Halden**

Hollywood Field Deputy
Office of Councilmember Mitch O'Farrell
5500 Hollywood Blvd, 4th Floor, Los Angeles, CA 90028
(323) 957-4500 | daniel.halden@lacity.org

On Mon, May 12, 2014 at 8:23 AM, victoria bentley

wrote:

Hi, I do not normally write to political entities and I'm not entirely sure if you are the correct councilman for the Hollywood Boulevard area but I hope I'm writing to the correct person. We are supposedly in the worst drought ever and being told to do everything possible to conserve water. How is it then that every morning I drive my daughter to school via Hollywood Blvd there is a company called clean streets wasting massive amounts of water power washing the sidewalks??? EVERY morning. I get that the stars bring in tourists but we are in a drought!!! I mean really...can't tourists handle a bit of dust?? It is outrageous that this is happening.

Sincerely,
Victoria Bentley
stylistvg@gmail.com



20150417_072319.jpg
1326K

Kerry Morrison <Kerry@hollywoodbid.org>

Sat, Apr 25, 2015 at 3:22 PM

To: Dan Halden <daniel.halden@lacity.org>, Matthew Severson <Matthew@hollywoodbid.org>

Dan, let's add this to the First Friday agenda next week.

Kerry

From: Dan Halden [<mailto:daniel.halden@lacity.org>]

Sent: Saturday, April 25, 2015 8:35 AM

To: Matthew Severson; Kerry Morrison

Subject: Clean Street - powerwashing / drought

[Quoted text hidden]

Daniel Halden <daniel.halden@lacity.org>
To: Kerry Morrison <Kerry@hollywoodbid.org>
Cc: Matthew Severson <Matthew@hollywoodbid.org>

Sat, Apr 25, 2015 at 4:10 PM

Sounds good.

Dan Halden
Hollywood Field Deputy
Councilmember Mitch O'Farrell
City of Los Angeles, 13th District
daniel.halden@lacity.org
(213) 207-3015
www.cd13.com
[Quoted text hidden]



Daniel Halden <daniel.halden@lacity.org>

FW: Adopt-A-Median Program: Solar Big Belly

Marisol Rodriguez <marisol.rodriguez@lacity.org>

Tue, Apr 7, 2015 at 9:25 AM

To: "Joseph Mariani Jr." <Joe@hollywoodbid.org>, Matthew Severson <Matthew@hollywoodbid.org>

Cc: Daniel Halden <Daniel.Halden@lacity.org>

Hi guys -

Do you know if Sarah ever submitted these forms to OCB for the Adopt-A-Median Program: Solar Big Belly ?
Thanks

**Marisol Rodriguez***

District Director

Office of Councilmember Mitch O'Farrell

Please come visit our new district office!**1722 Sunset Blvd, Los Angeles, California 90026**(213) 207-3015 www.cd13.org | marisol.rodriguez@lacity.org

*NOTE: Effective immediately, please note my LAST NAME and EMAIL ADDRESS change (previously *Marisol Salguero*)

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4 attachments**Adopt-a-Median pg 1-4.pdf**

44K

**Maintenance_Agr_022014.pdf**

192K

**Clearance Requirements for St Furniture.pdf**

133K

**Cost Benefit Analysis.xlsx**

13K



Daniel Halden <daniel.halden@lacity.org>

FW: Adopt-A-Median Program: Solar Big Belly

Matthew Severson <Matthew@hollywoodbid.org>

Tue, Apr 7, 2015 at 10:11 AM

To: Marisol Rodriguez <marisol.rodriguez@lacity.org>

Cc: Daniel Halden <Daniel.Halden@lacity.org>, Joseph Mariani <joe@hollywoodbid.org>

I don't believe so, but let me confirm and get back to you.

Matthew Severson | Operations Coordinator

Hollywood Property Owners Alliance

1680 Vine St., Suite 414

Hollywood, CA 90028

D: (323) 463-4728

P: (323) 463-6767

F: (323) 463-4229

From: Marisol Rodriguez [mailto:marisol.rodriguez@lacity.org]

Sent: Tuesday, April 07, 2015 9:25 AM

To: Joseph Mariani; Matthew Severson

Cc: Daniel Halden

Subject: Fwd: FW: Adopt-A-Median Program: Solar Big Belly

[Quoted text hidden]



Daniel Halden <daniel.halden@lacity.org>

FW: Adopt-A-Median Program: Solar Big Belly

Marisol Rodriguez <marisol.rodriguez@lacity.org>

Thu, Apr 9, 2015 at 5:28 PM

To: Matthew Severson <Matthew@hollywoodbid.org>, Daniel Halden <Daniel.Halden@lacity.org>

Thanks Matt - we will shop them around! I'm sorry that we couldn't make it work. Have a great weekend!

**Marisol Rodriguez***

District Director

Office of Councilmember Mitch O'Farrell

Please come visit our new district office!**1722 Sunset Blvd, Los Angeles, California 90026**(213) 207-3015 www.cd13.org | marisol.rodriguez@lacity.org

*NOTE: Effective immediately, please note my LAST NAME and EMAIL ADDRESS change (previously *Marisol Salguero*)

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On Wed, Apr 8, 2015 at 6:39 PM, Matthew Severson <Matthew@hollywoodbid.org> wrote:

Marisol,

I just spoke to Kerry about the compactors. As I mentioned, the boards approved a total expenditure of \$17,952 for this project. Current estimates (excluding additional costs for paneling and transportation) currently put us \$5,029.60 over the approved amount. Given the additional expense, we would have to take this project back to the board for approval, which will be a tough sell.

In addition, this variance may be even higher when considering potential costs for producing scaled project plans showing the proposed locations of the 14 compactors for the Adopt-A-Median application. Unfortunately, at this point, we feel we have no other option than to pull the plug on the Big Bellys. We're happy to share our work done thus far on cost estimates and analysis with another jurisdiction who will welcome the compactors with open arms.

I'm sorry we couldn't make it work, I wish we had a solution! Let me know what more I can do to help. Please give me a call if you'd like to chat some more about this.

As always, we thank you for your support and guidance.

Best regards,

Matthew Severson | Operations Coordinator
Hollywood Property Owners Alliance
1680 Vine St., Suite 414
Hollywood, CA 90028
D: (323) 463-4728
P: (323) 463-6767
F: (323) 463-4229

From: Matthew Severson
Sent: Tuesday, April 07, 2015 10:11 AM
To: 'Marisol Rodriguez'
Cc: Daniel Halden; Joseph Mariani
Subject: RE: FW: Adopt-A-Median Program: Solar Big Belly

[Quoted text hidden]



Daniel Halden <daniel.halden@lacity.org>

Bank of America tree trimming

1 message

Dan Halden <daniel.halden@lacity.org>

Mon, Apr 27, 2015 at 3:37 PM

To: teresa.bennett@am.jll.com, Matthew Severson <Matthew@hollywoodbid.org>

Cc: Marisol Rodriguez <marisol.rodriguez@lacity.org>, Hector Vega <Hector.Vega@lacity.org>

Good afternoon Teresa,

It was a pleasure speaking to you just now. As I mentioned, I am CCing Matthew Severson of the Hollywood Property Owners Alliance, which operates the Sunset & Vine Business Improvement District.

Matthew would be the point person for a possible joint tree trimming project with the HPOA. He can be reached by phone at (323) 463-6767.

Matthew, Teresa's phone number is (805) 416-6953.

We would very much like to see the trees trimmed at this location on Vine as we feel it will benefit the area. Please keep me posted with further progress.

Best Regards,

**Dan Halden**

Hollywood Field Deputy

Office of Councilmember Mitch O'Farrell

1722 Sunset Boulevard, Los Angeles, CA 90026

(213) 207-3015 | www.cd13.com

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